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On April 2, 2004

TOWNSEND and TOWNSEND and CREW LLP

By: [Signature]

PATENT
Attorney Docket No.: 018477-000710US

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN KEPECS

Application No.: 09/747,776

Filed: December 22, 2000

For: TECHNIQUES FOR OPTIMIZING
PROMOTION DELIVERY

Customer No.: 20350

Confirmation No. 4405

Examiner: Stephen Michael Gravini

Technology Center/Art Unit: 3622

RESPONSE TO
RESTRICTION/ELECTION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed March 3, 2004.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 27 of this paper.